

Message Text

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ACTION EB-11

INFO OCT-01 ARA-16 ISO-00 STR-08 TRSE-00 AID-20 IGA-02

CIAE-00 INR-10 NSAE-00 RSC-01 DRC-01 /070 W

----- 111619

R 281353Z JAN 74

FM AMEMBASSY BUENOS AIRES

TO SECSTATE WASHDC 5113

USDOC WASHDC

UNCLAS SECTION 1 OF 2 BUENOS AIRES 0653

E.O. 11652: N/A

TAGS: ECOM, AR.

SUBJECT: FY 1975 COUNTRY COMMERCIAL PROGRAMS (CCP).

REF: A) STATE 50002; B) BA 4278, JUNE 15, 1973; C) BA 7806,
OCT. 26, 1973.

1. WE ESTIMATE THAT THE HALF DOZEN PRODUCT CATEGORIES,
LISTED UNDER OBJECTIVES ONE THROUGH SIX BELOW,
MERIT PARTICULAR EMPHASIS DURING 1975 IN ARGENTINA.
ALL WILL BE SUBJECT TO MARKET SURVEYS OVER THE NEXT
SIX MONTHS, WHICH SHOULD ENABLE US TO CONFIRM THEIR
CHOICES OR SELECT OTHERS.

2. OBJECTIVE 1: PROMOTE SALES OF U.S. POWER GENERATION
AND TRANSMISSION EQUIPMENT. ACTION 1: ASSIST U.S.
FIRMS BIDDING ON YACIRETA-APIPE, CORPUS AND OTHER
MAJOR POWER GENERATION PROJECTS. ACTION 2: CONDUCT
MARKET SURVEY IN ORDER TO DETERMINE ADVISABILITY
OF HOLDING ANOTHER SPECIAL PROMOTION EVENT FOR THE
PRODUCT CATEGORY. ACTION 3: PROMOTE USE OF U.S.
CONSULTING AND ENGINEERING SERVICES AS BEST MEANS OF
EVENTUALLY SECURING EQUIPMENT ORDERS. ACTION 4:
CONTINUE CLOSE PERSONAL CONTACT WITH GOA OFFICIALS
AND BINATIONAL COMMISSIONS MANAGING THIS FIELD
(WHICH HAS BEEN GIVEN TOP PRIORITY WITHIN GOA'S
THREE YEAR PLAN). ACTION 5: NEGOTIATE WITH GOA TO
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AVOID LEGISLATION OR OTHER ACTIONS WHICH MIGHT

HINDER U.S. SALES IN THIS FIELD.

3. OBJECTIVE 2: PROMOTE SALES OF MACHINE TOOLS. ACTION 1: DO MARKET SURVEY. ACTION 2: ORGANIZE TRADE CENTER SHOW IN MID 1974. ACTION 3: FIND AGENTS OR DISTRIBUTORS AS APPROPRIATE FOR NTM COMPANIES REPRESENTED AT EXPOSITION. ACTION 4: FOLLOW UP AFTER COMPLETION OF EXPOSITION WITH BEST PROSPECTS AS IDENTIFIED DURING EXPOSITION. ACTION 5: BASED ON MARKET SURVEY RESULTS RECOMMEND INDICATED CHANGES IN REPRESENTATION. ACTION 6: NEGOTIATE WITH GOA TO AVOID LEGISLATION OR OTHER ACTIONS WHICH MIGHT HINDER U.S. SALES IN THIS FIELD. ACTION 7: REMAIN IN CLOSE CONTACT WITH GOA OFFICIALS MANAGING THIS FIELD AND PRIVATE FIRMS TO REPORT TRADE OPPORTUNITIES AND NEW PROJECTS. ACTION 8: ORGANIZE INCOMING TRADE MISSION TO U.S. EXPOSITION,

4. OBJECTIVE 3: PROMOTE U.S. EXPORT SALES OF CHEMICAL AND PETROCHEMICAL INDUSTRY EQUIPMENT. ACTION 1: DO MARKET SURVEY. ACTION 2: ORGANIZE TRADE CENTER SHOW IN FY 75 ACTION 3: FIND AGENTS OR DISTRIBUTORS AS APPROPRIATE FOR COMPANIES REPRESENTED AT EXPOSITION. ACTION 4: FOLLOW UP AFTER COMPLETION OF TC EXHIBITION HELD IN FY75 WITH BEST PROSPECTS AS IDENTIFIED DURING EXPOSITION. ACTION 5: MAINTAIN CONTACT WITH GOA OFFICIALS AND PRIVATE FIRMS IN THIS FIELD, WHICH HAS BEEN DECLARED A PRIORITY SECTOR WITHIN THE GOA'S THREE YEAR PLAN, IN ORDER TO BE ABLE TO REPORT TRADE OPPORTUNITIES, AND GIVE EARLY WARNING ON NEW PROJECTS. ACTION 6: PROMOTE USE OF U.S. CONSULTING AND ENGINEERING SERVICES AS BEST MEANS OF EVENTUALLY SECURING EQUIPMENT SALES. ACTION 7: WORK CLOSELY WITH EXPORT IMPORT BANK AND U.S. SUPPLIERS FOR THESE PROJECTS FOR WHICH FINANCING IS A VITAL ELEMENT IN THE DECISION ON CONTRACT AWARDS. ACTION 8: NEGOTIATE WITH GOA TO AVOID LEGISLATION OR OTHER ACTIONS WHICH MIGHT HINDER U.S. SALES IN THIS FIELD.

5. OBJECTIVE 4: PROMOTE U.S. EXPORTS OF STEEL FOUNDRY AND UNCLASSIFIED

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ROLLING MILL EQUIPMENT TO ARGENTINE STEEL INDUSTRY. ACTION 1: DO MARKET SURVEY. ACTION 2: REMAIN IN CLOSE CONTACT WITH PUBLIC AND PRIVATE STEEL FIRMS AND WITH GOA OFFICIALS MANAGING THIS FIELD, WHICH WAS ALSO BEEN DECLARED A PRIORITY SECTOR IN THE GOA'S THREE YEAR PLAN, AND REPORT TRADE OPPORTUNITIES AS THEY DEVELOP. ACTION 3: EVALUATE FEASIBILITY OF ORGANIZING INCOMING TRADE MISSION TO U.S. EXPOSITION, FAIR OR

CONFERENCE.

6. OBJECTIVE 5: PROMOTE U.S. EXPORTS OF TEXTILE EQUIPMENT TO ARGENTINE TEXTILE INDUSTRY. ACTION 1: DO MARKET SURVEY. ACTION 2: REMAIN IN CLOSE CONTACT WITH GOA OFFICIALS MANAGING THIS FIELD AND PRIVATE TEXTILE FIRMS AND REPORT TRADE OPPORTUNITIES AS THEY DEVELOP. ACTION 3: EVALUATE FEASIBILITY OF ORGANIZING INCOMING TRADE MISSION TO U.S. EXPOSITION, FAIR OR CONFERENCE. ACTION 4: EVALUATE FEASIBILITY OF ORGANIZING TRADE MISSION IN SECOND HALF OF FY 1975.

7. OF THE FIVE PRIORITY OBJECTIVES DEFINED IN REF C) FOR FY 74 ONLY THREE REMAIN ON OUR LIST FOR FY 1975, POWER GENERATING EQUIPMENT, MACHINE TOOLS AND CHEMICAL & PETROCHEMICAL INDUSTRY EQUIPMENT. GRAPHIC ARTS EQUIPMENT HAS BEEN SUPERSEDED BY FOUNDRY & ROLLING MILL EQUIPMENT BECAUSE OF THE GOA'S STATED PURPOSE OR RAPIDLY INCREASING DOMESTIC CAPACITY. PROMOTION OF TEXTILE MACHINERY HAS REPLACED FOOD PACKING & PROCESSING EQUIPMENT BECAUSE WE HAVE COME TO THE CONCLUSION IN RECENT MONTHS THAT SALES POTENTIAL IN THIS AREA IS GREATER.

8. WE ESTIMATE THAT OF A TOTAL OF 12 U.S. AND LOCAL OFFICERS (PERSONNEL WHO PERFORM PRIMARILY NON-CLERICAL FUNCTIONS) AND SIX PRIMARILY SECRETARIAL (CLERICAL) POSITIONS IN THE ECONOMIC/COMMERCIAL SECTION, NINE OFFICERS AND FOUR SECRETARIES SPEND PART OR ALL OF THEIR TIME ON COMMERCIAL MATTERS. IN THE TABLE BELOW WE ATTEMPT TO ESTIMATE THE TIME EACH WILL SPEND ON THE VARIOUS FUNCTIONS DURING THE BALANCE OF FY 74 AND FY75, AND ADD UP THE MAN YEARS SPENT IN TOTAL ON EACH OF THE UNCLASSIFIED

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FUNCTIONS:

COLUMN DEFINITION OF TABLE I:

A: EXPORT PROMOTION.

B: BUSINESS SERVICES.

C: PROTECTION.

D: SCHEDULED & UNSCHEDULED REPORTING.

3: MARKET RESEARCH.

F: SUPERVISION & ADMINISTRATION.

G: OTHER.
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ACTION EB-11

INFO OCT-01 ARA-16 ISO-00 STR-08 TRSE-00 AID-20 IGA-02

CIAE-00 INR-10 NSAE-00 RSC-01 DRC-01 /070 W
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R 281353Z JAN 74
FM AMEMBASSY BUENOS AIRES
TO SECSTATE WASHDC 5114
USDOC WASHDC

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NOTE: "EXPORT PROMOTION" CATEGORY INCLUDES PROMOTION, DEVELOPING TRADE OPPORTUNITIES AND SUPPORTING TRADE SHOWS AND MISSIONS. "BUSINESS SERVICES" INCLUDES HANDLING OF VISITORS AND CALLS, RESEARCHING AND REPLYING TO ADS AND WTDR ENQUIRIES, COMMERCIAL CORRESPONDENCE AND TRADE COMPLAINTS. BY "PROTECTION" WE MEAN ESSENTIALLY ASSISTANCE RENDERED TO U.S. FIRMS IN COUNTRY. BY "SUPERVISION" AND "ADMINISTRATION" WE MEAN HANDLING OF PERSONNEL PROBLEMS, COORDINATION AND SUPERVISION OF SECTION WORK, AND ADMINISTERING OF OUR COMMERCIAL PROGRAM (PREPARATION OF CCP, FOR EXAMPLE, WOULD FALL UNDER THIS CATEGORY). "OTHER" CATEGORY REFERS TO "ECONOMIC" FUNCTIONS OF SECTION AND TO FUNCTIONS REQUIRED OF OFFICERS OF SECTION IN ANY OVERSEAS MISSION, SUCH AS HOSTING VISITING CONGREEMEN, PARTICIPATING IN COUNTRY TEAM MEETINGS, ATTENDING OFFICIAL FUNCTIONS, ETC. IN CASE OF FSLs, PERCENTAGES IN SOME CASES D NOT ADD HORIZONTALLY TO 100 BECAUSE TIME SPENT ON GENERAL CLERICAL FUNCTIONS NOT LISTED.

FUNCTIONAL ALLOCATION OF RESOURCES OF ECOM

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	A	B	C	D	E	F	G
FSO-2	15	5	30	3	2	10	35
FSO-3	23	12	20	15	5	10	15
FSO-4	10	1	15	5	20	-	49
FSO-5	40	10	10	10	20	10	5
FSO-5	35	18	-	22	20	-	5
FSO-6	35	25	-	15	20	-	5
FSL-3	32	45	-	3	20	-	-
FSL-3	37	43	-	-	20	-	-
FSL-5	2	4	-	7	-	5	-
FSL-5	2	3	-	7	-	10	-
FSL-5	5	65	-	10	5	-	10
FSL-6	-	55	-	-	-	-	-
FSL-5	5	75	-	10	-	-	-
FSL-5	-	-	-	-	-	-	-

TOTAL 2.41 3.61 0.65 1.07 1.32 0.45 1.24

NOTE: FIGURES REPRESENT PERCENTAGE OF A MAN YEAR, EXCEPT
FOR TOTAL LINE WHICH REPRESENTS MAN YEARS PER FUNCTION.

9. THE TRADE CENTER HAS A SIX MAN COMPLEMENT, INCLUDING
TWO U.S. AND TWO LOCAL OFFICER POSITIONS. ORGANIZING
AND CARRYING OUT TRADE SHOWS, CATALOG SHOWS, SEMINARS
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AND PERFORMING MARKET PROMOTION AND RESEARCH ON A
 REGIONAL BASIS IS THE PRIMARY FUNCTION OF THESE PERSONNEL.
 THE TRADE CENTER, IN ADDITION, CONSULTS
 AND ASSISTS POSTS IN PARAGUAY & URUGUAY ON EXPORT EXPANSION
 PROGRAMS. FUNCTIONAL BREAKDOWN FOR TRADE CENTER.
 PERSONNEL IS AS FOLLOWS:

COLUMN DEFINITION OF TABLE II:

A: TRADE MISSIONS AND TRADE OPPORTUNITIES.

B: COMMERCIAL CORRESPONDENCE & VISITORS & CALLS.

C: MARKET RESEARCH.

D: SHOWS AND SEMINARS.

E: SUPERVISION & ADMINISTRATION.

TABLE II

FUNCTIONAL ALLOCATION OF RESOURCES OF TRADE CENTER

	A	B	C	D	E
DIRECTOR FSR-3	5	10	5	45	20
DEPUTY DIR. GS-14.	5	10	5	60	10
FSL-3	3	--	90	7	--
FSL-3	5	5	20	70	--
FSL-5	--	5	10	45	--
FSL-5	--	5	--	35	--
TOTAL MAN YEARS UNCLASSIFIED					
UNCLASSIFIED					

DIRECTOR FSR-3 5 10 5 45 20

DEPUTY DIR. 5 10 5 60 10
GS-14.

FSL-3 3 -- 90 7 --

FSL-3 5 5 20 70 --

FSL-5 -- 5 10 45 --

FSL-5 -- 5 -- 35 --

TOTAL MAN YEARS
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UNCLASSIFIED

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PER FUNCTION: 0.18 0.35 1.30 2.62 0.30

NOTE: THE BALANCE OF THE DIRECTOR AND DEPUTY
DIRECTOR'S TIME NOT ACCOUNTED FOR ABOVE

IS TAKEN UP WITH THEIR REGIONAL RESPONSIBILITIES.

10. THE FUNCTIONAL BREAKDOWN FOR THE ECOM SECTION LISTED IN PARA. 8 ABOVE REPRESENTS A SIGNIFICANT DEPARTURE FROM WHAT IT MIGHT HAVE BEEN WITHOUT THE ADDITION OF THE MARKET RESEARCH PROGRAM ASSIGNED BY USDOC TO THIS POST. (WE ASSUME IN OUR ESTIMATE THAT THE MARKET RESEARCH PROGRAM IS A CONTINUING ONE, AND WILL CONTINUE TO OCCUPY A SIGNIFICANT PORTION OF THE SECTION'S TIME, AT LEAST DURING FY 75). THE UNDERTAKING OF THIS RESEARCH WILL INEVITABLY MEAN THAT OTHER FUNCTIONS WILL RECEIVE LESS ATTENTION AND IN SOME CASES SOME WORK WILL BE DELAYED OR SIMPLY NOT BE DONE. FOR EXAMPLY, WE HAVE ALREADY REDUCED THE HOURS OF OPERATION OF OUR COMMERCIAL LIBRARY TO ENABLE THE LIBRARIAN TO DEVOTE TIME TO COMMERCIAL CORRESPONDENCE FORMERLY TAKEN CARE OF BY OTHER STAFF MEMBERS, WHICH OTHERWISE WOULD NOT BE DONE.

11. THE MOST LIKELY FUNCTIONS TO SUFFER ARE CERP AND SPOT REPORTING, WTDRS, THE LIBRARY OPERATION, AND COMMERCIAL INQUIRIES AND CORRESPONDENCE. FROM OUR POINT OF VIEW THIS IS NOT UNFORTUNATE OR UNDESIRABLE AS MUCH OF THIS WORK IS VERY UNREWARDING IN TERMS OF ITS IMPACT ON EXPORT SALES, AND WE ARE IN COMPLETE AND EVEN ENTHUSIASTIC AGREEMENT WITH USDOC THAT WE SHOULD BE DEVOTING A SIGNIFICANT PORTION OF OUR TIME TO MARKET RESEARCH.

12. IF WE ARE TO CONTINUE TO CARRY OUT THE OTHER FUNCTIONS AS IN THE PAST, NEVERTHELESS WE WILL BADLY NEED THE ADDITIONAL LOCAL POSITION AT THE FSL-5 LEVEL WHICH WE EXPRESSED OUR NEED FOR IN REF B).
THE ADDITION OF THE MARKET RESEARCH
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PROGRAM TO THE SECTION'S WORKLOAD NOW FACES US WITH THE CHOICE OF ADDING PERSONNEL IN ORDER TO CONTINUE TO FULFILL OUR TRADITIONAL FUNCTIONS WITH USUAL DISPATCH OR FALLING BEHIND OR EVEN CEASING TO PERFORM SOME OF THOSE FUNCTIONS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TEXTILE INDUSTRY, MARKET SURVEYS, MARKET OPPORTUNITIES, ELECTRIC GENERATORS, TOOLS, CHEMICALS, STEEL PLANTS, INDUSTRIAL PLANTS, TRADE CENTERS
Control Number: n/a
Copy: SINGLE
Draft Date: 28 JAN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BUENOS00653
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BUENOS AIRES
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740113/aaaaalex.tel
Line Count: 379
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Reference: A) STATE 50002; B) BA 4278, JUNE 15
Review Action: RELEASED, APPROVED
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Review Comment: n/a
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TAGS: ECON, AFSP, AR
To: STATE COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005